



KSHB-TV

ORDER

Flight Dates **10/31/12-11/05/12**

Contract / Revision **316283 /**
Original Date / Revision
 10/30/12 11/02/12
Advertiser **Nixon / Democrat / Governor**

Agency **Campaign Group**
Buying Contact

**1600 Locust Street
 Philadelphia, PA 19103**

Product
Governor
Agency Com 15%
Billing Contact
**1600 Locust Street
 Philadelphia, PA 19103**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # **10.31-11.5 Add**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	30	\$14,535.00	\$17,100.00	0.00	10/29/12	11/05/12	30	\$14,535.00	\$17,100.00
Totals	30	\$14,535.00	\$17,100.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M-WTF--	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-WTF--		1			\$150.00		0.00			
N 2	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--WTF--	:30	1	\$800.00	P-1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--		1			\$800.00		0.00			
N 3	KSHB	10/31/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-WTF--	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--		1			\$1,100.00		0.00			



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Print Date: 11/05/12

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Contract / Revision **316283** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 11/02/12

Order Sep 00:15:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **10.31-11.5 Add**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	10/31/12	11/05/12	Today Show II Today Show II	CM	9-10a	M-WTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	2		\$300.00		0.00						
N 5	KSHB	10/31/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-WTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	3		\$100.00		0.00						
N 6	KSHB	10/31/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	M-WTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	1		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/30/12-11/05/12		M-F 3-4p	3-4p		M-WThF----	:30		(\$250.00)		0.00	NM		
See MG 6.2															
[Network Breaking News]															
2	KSHB	10/30/12-11/04/12		Sa 8-10a	8a-10a		-----Sa--	:30		\$250.00		0.00	NM		
Ⓜ MG for 6.1 10/31															
N 7	KSHB	10/31/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M-WTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	1		\$350.00		0.00						
N 8	KSHB	10/31/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-WTF--	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	1		\$550.00		0.00						
N 9	KSHB	10/31/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	M-WTF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	1		\$100.00		0.00						
N 10	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M-WTF--	1:00	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	3		\$300.00		0.00						
N 11	KSHB	10/31/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-WTF--	1:00	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	2		\$1,000.00		0.00						
N 12	KSHB	10/31/12	11/05/12	Today Show Today Show	CM	7-9a	M-WTF--	1:00	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	1		\$1,500.00		0.00						
N 13	KSHB	10/31/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-WTF--	1:00	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	3		\$350.00		0.00						
N 14	KSHB	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	1:00	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	M-WTF--	3		\$300.00		0.00						
N 15	KSHB	10/31/12	11/05/12		CM	12-1p	M-WTF--	1:00	1	\$200.00	P-2	0.00	NM	1	\$200.00



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Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **10.31-11.5 Add**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12-1p											
				M-F 12-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$200.00	0.00					
N 16	KSHB	10/31/12	11/05/12	M-F 1-2p	CM	1-2p	M-WTF--	1:00	1	\$200.00	P-2	0.00	NM	0	\$0.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSHB	10/30/12-11/05/12		M-F 1-2p		1-2p	M-WThF----	1:00		(\$200.00)	0.00	NM			
Credited															
N 17	KSHB	10/31/12	11/05/12	M-F 4-430p	CM	4-430p	M-WTF--	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$700.00	0.00					
N 18	KSHB	10/31/12	11/05/12	M-F 430-5p	CM	430-5p	M-WTF--	1:00	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Action News @ 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$650.00	0.00					
N 19	KSHB	10/31/12	11/05/12	NBC Action News at 5p	CM	5-530p	M-WTF--	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				NBC Action News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$1,200.00	0.00					
N 20	KSHB	10/31/12	11/05/12	NBC Action News at 6p	CM	6-630p	M-WTF--	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				NBC Action News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$1,600.00	0.00					
N 21	KSHB	10/31/12	11/05/12	M-F 630-7p	CM	630-7p	M-WTF--	1:00	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
				M-F 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	M-WTF--		1			\$2,200.00	0.00					
													Totals	30	\$17,100.00